



U.S. Mint Launches New Consumer & Business Awareness Website

October 29, 2001

Site answers questions about replicas, colorized coins, coin-related products and ads that are easily confused with authentic U.S. Mint coins and medals

WASHINGTON — The U.S. Mint today launched a new Consumer and Business Awareness website — www.usmint.gov/consumer — that explains the variety of replicas and coin-related products in the market that are easily confused with authentic U.S. Mint coins and medals.

The U.S. Mint frequently receives calls and letters regarding replicas, colorized coins and other coin-related products and advertisements, which are mistaken for Mint products. The site helps consumers distinguish between the many coin-related products on the market and gives information to businesses that want to produce and market coin-related products in an ethical and consumer-friendly way.

"This website is part of a larger consumer awareness program we are beginning that will be a valuable resource for consumers, businesses, and anyone interested in the coin collecting hobby," said Mint Director Henrietta Holsman Fore. "We believe that an educated consumer benefits everyone."

The consumer awareness section of the site discusses replicas and colorized versions of authentic U.S. coins, gives tips on identifying authentic U.S. coins and provides links to other helpful websites for consumers. It also presents "Hot Items" — products that currently appear to be causing confusion among consumers.

The business awareness section of the site is intended to help businesses that wish to produce and market coin-related products by providing information on U.S. laws governing copyright, trademark, false and deceptive advertising and counterfeiting.

Created by Congress in 1792, the Mint is a manufacturing and international marketing enterprise with \$2.4 billion in annual revenue and about 2,800 employees. In FY 2001, the Mint produced approximately 24 billion coins, fulfilling its primary mission to produce an adequate supply of circulating coinage for the nation's commerce.

ADDITIONAL RESOURCES:

- For information about the United States Mint, please visit [/about/about](#).
- To subscribe to United States Mint electronic product notifications, news releases, and public statements, visit <https://catalog.usmint.gov/email-signup>.
- Sign up for [RSS Feeds](#) from the United States Mint and follow us on [Facebook](#), [Twitter](#), and [Pinterest](#).

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United States Mint – Connecting America through Coins

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